"Let's face it!
You make more profit
with this
better cigarette!"

. . . it also profits the retailer by attracting more of the people who have *more* to spend —for HIGH PROFIT SUNDRIES—in *his* store!

. . . it *pays* to feature

MARLBORO

CIGARETTES

MB 53-34
Trade—1953

Source: https://www.industrydocuments.ucsf.edu/docs/hshx0001

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